

## THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

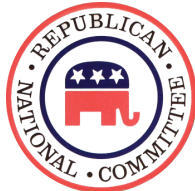
*Thanks to the support of GSPM alumnus William H. Madway Class of 2013.*

**MARCH 1-7:** Despite waning interest on Twitter for the Parkland Shooting and gun control proposals (both down 67 percent from last week) as well as the National Rifle Association (down 74 percent), the three combined drew more than 3.3 million related tweets. Despite this drawdown in national attention on the platform, advocates won a [compromise](#) in the Florida legislature on Wednesday, instituting a three-day waiting period on the purchase of long guns and, critically, increasing the age of purchasing such weapons to 21 from 18. The [shooter](#) was 19. Additional findings, including tweets about Trump's [tariffs](#), the special election in Pennsylvania 18 with Democrat Conor Lamb [now up 3%](#) in a Trump +20% district, Hope Hicks' [departure](#), and Trump '16 advisor Sam Nunberg's [TV meltdowns](#) are available on [Medium](#).

### INSTITUTIONS



POTUS  
5.0m ▼ 12%



Republicans  
1.8m ▼ 23%



Democrats  
1.4m ▼ 12%



U.S. Senate  
51k ▲ 60%



U.S. House  
13k ▲ 7%

### KEY RACES



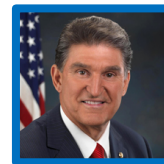
Smith (MN)  
16k ▲ 391%



Nelson (FL)  
12k ▼ 53%



Brown (OH)  
7k ▲ 71%



Manchin (WV)  
7k ▲ 98%



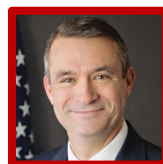
Heller (NV)  
6k ▲ 2%



Coffman  
CO-06  
4k ▼ 12%



Lewis  
MN-02  
3k ▼ 4%



Bacon  
NE-02  
1k ▼ 6%



Knight  
CA-25  
1k ▲ 8%



Faso  
NY-19  
981 ▼ 30%

## NEWSMAKERS



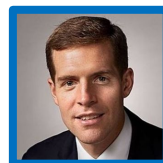
Trump '16 Advisor  
Sam Nunberg  
477k ▲ 21,074%



Sr. Trump Advisor  
Jared Kushner  
331k ▼ 2%



Fmr. Comms. Dir.  
Hope Hicks  
238k ▼ 10%



PA-18 Candidate  
Conor Lamb  
58k ▲ 34%



PA-18 Candidate  
Rick Saccone  
24k ▲ 65%

## HOT TOPICS



National Rifle Association / NRA  
1.8m ▼ 74%



School Shooting in Parkland, FL / #NeverAgain  
1.0m ▼ 67%



Tariffs / Trade Wars  
970k ▲ 10,443%



Gun Control and Related Proposals  
871k ▼ 67%



#MeToo / #TimesUp  
221k ▲ 52%

## TOP TWEETS

**Caroline O.** @RVawork [Follow](#)

This is huge: A new poll shows Democratic candidate Conor Lamb pulling ahead of his GOP opponent Rich Saccone in #PA18 — a district Trump won by 20 points.

Special election is on March 13th! #GOTV #GoBlue

**Marine vet takes lead over GOP candidate in Pennsylvania special election**  
Trump and the GOP are desperate to win in the Pennsylvania special election, but the race may be slipping away.  
shareblue.com

2:41 PM - 5 Mar 2018

3,236 Retweets 7,992 Likes

182 3.2K 8.0K

3k Retweets / 8k Likes / [Link](#)

**Donald J. Trump** @realDonaldTrump [Follow](#)

If the E.U. wants to further increase their already massive tariffs and barriers on U.S. companies doing business there, we will simply apply a Tax on their Cars which freely pour into the U.S. They make it impossible for our cars (and more) to sell there. Big trade imbalance!

12:53 PM - 3 Mar 2018

30,752 Retweets 122,709 Likes

32K 31K 123K

31k Retweets / 122k Likes / [Link](#)

## THE ECHO

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**ABOUT:** Released weekly on Friday mornings on U.S. News & World Report, THE ECHO is a social media research publication of George Washington University Graduate School of Political Management's (GSPM) Public Echoes of Political Rhetoric in America (PEORIA) Project. THE ECHO is funded in part by GSPM alumnus William H. Madway and through a reduced-cost license to Crimson Hexagon.

**METHODOLOGY:** The ECHO features U.S. data collated by sets of keywords on the Crimson Hexagon platform. The first value represents the number of related tweets including the name or topic and the second demonstrates its increase or decrease over the week. Our analysis is informed by further research using Crimson Hexagon's additional features, which allows us to quickly view trending topics and search terms.

*Key Races* are determined on a rolling basis based on our editorial team's evaluations of campaigns rated as "Toss Up" by the Cook Political Report, Sabato's Crystal Ball, and Inside Elections with Nathan L. Gonzales. We feature the top five races in the Senate (top) and the House (bottom) as a function of seven-day related-tweet volume on Twitter. They are listed in order of the total number of times each were mentioned on Twitter over the past seven days (Thursday to Wednesday).

*Top Institutions* include several components. We track both parties, chambers of Congress, and the presidency with several related terms beyond their official accounts on Twitter. For example, the presidency includes @POTUS and @realDonaldTrump as well as "Donald Trump", "President Trump" and "DonaldTrump" as search terms.

*Newsmakers and Hot Topics* are detected in several ways using Memeorandum.com, The Week's Daily Briefing "10 Things", and general monitoring throughout the week. Final decisions on what to include are made by our editorial team and listed from left to right in order of total mentions on Twitter.

*Top Tweets* are listed as examples of posts that drove the week's discussion on Twitter. In most cases, these will include a large number of @ replies, retweets, and favorites (hearts) but because of varying numbers of followers, other tweets might have greater total engagement than the ones listed.

**CONTACT:** Sign up to receive The ECHO in your Inbox every Friday [here](#). For questions about The ECHO, please contact its author Dr. Michael D. Cohen at GSPM by email at [michaeldcohen@gwu.edu](mailto:michaeldcohen@gwu.edu). For more information about the GSPM Global Center for Political Management and The PEORIA Project, please contact Dr. Michael Cornfield by email at [corn@gwu.edu](mailto:corn@gwu.edu). For questions about GSPM, please contact Dr. Lara Brown by email at [lambrown@gwu.edu](mailto:lambrown@gwu.edu). All can be reached by phone at 202-994-6000.